AMENDMENTS TO THE CLAIMS

1.   (Currently amended) A method for enabling a product associated with an image to be provided to a user, comprising:

(a)   employing the context of an interaction to determine the image to be displayed, the image being displayed and being associated with information indicating each product that is available for use with the image, wherein each product is available to display a representation of the image;

(b)   automatically employing the information associated with the image to generate a representation of each product that is available for use with the image;

(c)   automatically displaying the image and the representation of each product that is available for use with the image in a page;-and

(d)   if the representation of an available product is selected, enabling the available product for use with the image to be provided.;

(e)   if a current user is a repeat user, the repeat user having a previously assigned permanent identifier, adding behavior information for the current user to a previously stored profile associated with the repeat user and changing a temporary identifier for the current user to the permanent identifier assigned to the repeat user; and

(f)   if a current user is a new user, storing behavior information for the current user in a new profile associated with the current user and changing the temporary identifier to another permanent identifier assigned to the current user.

2.   (Original) The method of Claim 1, wherein the image is stored in a database.

3.   (Previously amended) The method of Claim 2, wherein the image is formatted and stored in the database as a picture, the format including at least one of JPEG, GIF, TIFF, and PIC.

4.   (Previously Amended) The method of Claim 2, wherein the image is formatted and stored in

the database as a movie, the format including at least one of MPEG, QTM, and AVI.

5.   (Original) The method of Claim 2, wherein the database is a relational database.

6.   (Original) The method of Claim 2, wherein the database is an object oriented database.

7.   (Original) The method of Claim 1, wherein the information associated with the image is stored in a file that includes image data.

8.   (Previously Amended) The method of Claim 7, further comprising employing a facility to create an IPTC format for associated information that is included in the file that includes image data.

9.   (Original) The method of Claim 2, wherein the information associated with the image is stored in the database separate from a file that includes image data.

10.   (Original) The method of Claim 9, further comprising associating an SQL attribute with the image, the SQL attribute corresponding to a script that enables a functionality for the image.

11.   (Original) The method of Claim 1, wherein the information associated with the image includes image related data.

12.   (Previously Amended) The method of Claim 11, wherein the image related data is tag data that includes at least one of title, location, date, original author, model release, subject matter information, and name of a subject in the image.

13.   (Previously Amended) The method of Claim 11, wherein the image related data is business data that includes at least one of source, contract, batch, royalty, territory, and contract expiration.

14.   (Original) The method of Claim 1, wherein the information associated with the image identifies a type of available product for the image.

15.   (Previously Amended) The method of Claim 1, wherein the representation of each available product includes different types of representation, including at least one of picture, video, graphical

image, graphical icon, and text.

16.   (Original) The method of Claim 1, wherein the page is an HTML page.

17.   (Original) The method of Claim 1, further comprising employing a combination of user information, image information, product information and contextual interaction information to determine the display of the image and the product.

18.   (Original) The method of Claim 1, wherein the image is a cut-down version having a size that is less than a full size of an original version of the image.

19.   (Original) The method of Claim 1, further comprising:

        (a)   including a non-visible watermark in the image; and

        (b)   enabling the non-visible watermark in the image to be identified with an application program.

20.   (Original) The method of Claim 1, further comprising including a visible watermark in the image.

21.   (Previously Amended) The method of Claim 1, further comprising associating another type of data with the image data, the other type of data including at least one of video, sound, and graphic.

22.   (Previously Amended) The method of Claim 21, wherein the sound has a format, including at least one of WAV and MP3.

23.   (Original) The method of Claim 1, further comprising an agent program that automatically employs contextual interaction information to determine the image to be displayed.

24.   (Original) The method of Claim 23, wherein the agent program performs a search of at least one database on a network to determine the image to be displayed.

25.   (Original) A computer readable medium having computer-executable instructions for

performing the method recited in Claim 1.

26.   (Currently Amended) A system for enabling a product associated with an image to be provided to a user, comprising:

       (a)   a server for implementing logical actions, including:

          (i)   in response to receiving contextual interaction information from a client, providing the image to the client, wherein the image is associated with information indicating each product that is available for use with the image, and wherein each product is available to display a representation of the image; and

          (ii)   in response to a request to provide the product that is available for use with the image, enabling the product to be provided; and

          (iii) if a current user is a repeat user, the repeat user having a previously assigned permanent identifier, adding behavior information for the current user to a previously stored profile associated with the repeat user and changing a temporary identifier for the current user to the permanent identifier assigned to the repeat user; and

          (iv) if a current user is a new user, storing behavior information for the current user in a new profile associated with the current user and changing the temporary identifier to another permanent identifier assigned to the current user; and

       (b)   the client for implementing logical actions, including:

          (i)   providing the contextual interaction information to the server;

          (ii)   if the image is received from the server, automatically employing the information associated with the image to generate a representation of each product that is available for use with the image;

          (iii)   automatically displaying the image and the representation of each product that is available for use with the image in a page; and

          (iv)   if the representation of the available product is selected, enabling the available product for use with the image to be provided.

27.   (Currently Amended) A method for enabling a product associated with an image to be provided to a user, comprising:

       (a)   employing the context of an interaction to determine a representation of the product to be displayed, the representation of the product being displayed and being associated with information indicating each image that is available for use with the product, wherein the product is available to display a representation of each image;

       (b)   automatically employing the information associated with the product to display at least one image that is available for use with the product;

       (c)   automatically displaying the image and the representation of each product that is available for the image in a page; ~~and~~

       (d)   if the representation of an available product is selected, enabling the available product for the image to be provided~~.~~;

       <u>(e) if a current user is a repeat user, the repeat user having a previously assigned permanent identifier, adding behavior information for the current user to a previously stored profile associated with the repeat user and changing a temporary identifier for the current user to the permanent identifier assigned to the repeat user; and</u>

       <u>(f) if a current user is a new user, storing behavior information for the current user in a new profile associated with the current user and changing the temporary identifier to another permanent identifier assigned to the current user.</u>

28.   (Original) The method of Claim 27, wherein the image is stored in a database.

29.   (Previously Amended) The method of Claim 28, wherein the image is formatted and stored in the database as a picture, the format including at least one of JPEG, GIF, TIFF, and PIC.

30.   (Previously Amended) The method of Claim 28, wherein the image is formatted and stored

in the database as a movie, the format including at least one of MPEG, QTM, and AVI.

31.   (Original) The method of Claim 27, further comprising employing a combination of user information, product information, image information and contextual interaction information to determine the display of the image and the product.

32.   (Original) The method of Claim 27, wherein the information associated with the product includes properties and options.

33.   (Original) The method of Claim 27, further comprising associating information with the image, including image related data.

34.   (Previously Amended) The method of Claim 33, wherein the image related data is tag data that includes at least one of title, location, date, original author, model release, subject matter information, and name of a subject in the image.

35.   (Previously Amended) The method of Claim 33, wherein the image related data is business data that includes at least one of source, contract, royalty, territory, contract expiration and batch.

36.   (Original) The method of Claim 33, wherein the information associated with the image identifies a type of available product for the image.

37.   (Previously Amended) The method of Claim 27, wherein the representation of each available product includes different types of representation, including at least one of picture, video, graphical image, graphical icon, and text.

38.   (Previously Amended) The method of Claim 27, further comprising associating another type of data with the product, the other type of data including at least one of video, sound, and graphic.

39.   (Original) The method of Claim 27, further comprising an agent program that automatically employs contextual interaction information to determine the image to be displayed.

40.   (Original) The method of Claim 39, wherein the agent program performs a search of at least

one database on a network to determine the image to be displayed.

41.   (Original) A computer readable medium having computer-executable instructions for performing the method recited in Claim 27.

42.   (Original) A client-server based system for implementing the actions in the method recited in Claim 27.

43.   (Currently Amended) A method for enabling a product associated with an image to be ordered over a network, comprising:

        (a)   displaying the image in response to receiving contextual interaction information, the image being associated with information indicating each product that is available for use with the image, wherein each product is available to display a representation of the image;

        (b)   in response to selecting the displayed image, automatically employing the information associated with the image to generate a representation of each available product for the image;

        (c)   automatically displaying the image and the representation of each available product for the image in a page; and

        (d)   if the representation of an available product is selected in the page, enabling the available product for the image to be ordered by a user.;

        <u>(e) if a current user is a repeat user, the repeat user having a previously assigned permanent identifier, adding behavior information for the current user to a previously stored profile associated with the repeat user and changing a temporary identifier for the current user to the permanent identifier assigned to the repeat user; and</u>

        <u>(f) if a current user is a new user, storing behavior information for the current user in a new profile associated with the current user and changing the temporary identifier to another permanent identifier assigned to the current user.</u>

44.   (Original) The method of Claim 43, further comprising entering a value for a search in a point of entry page, the value being employed to search a database that includes a plurality of

images.

45.   (Previously Amended) The method of Claim 44, further comprising displaying a result of the search in a result page, an affirmative result causing at least one image related to the search to be displayed in the result page.

46.   (Original) The method of Claim 43, further comprising in response to a selection of a displayed image, displaying a product page that includes the representation of each available product for the selected image.

47.   (Previously Amended) The method of Claim 46, wherein the available products include at least one of picture, electronic postcard, poster, screen saver, wallpaper, calendar, stationery, invitation, presentation, slideshow, puzzle, and cup.

48.   (Original) The method of Claim 43, further comprising in response to a selection of the representation of the available product for the selected image, displaying a create page that includes a representation for each option associated with the selected product for the selected image.

49.   (Previously Amended) The method of Claim 48, wherein an option for the selected product includes at least one template.

50.   (Previously Amended) The method of Claim 48, wherein an option for the selected product is a type of use for the selected product, the type of use including at least one of single, free, and subscription.

51.   (Original) The method of Claim 48, further comprising in response to a selection of the representation of an option associated with the selected product, displaying a transaction page that includes each option for a transaction to order the selected product.

52.   (Previously Amended) The method of Claim 50, further comprising in response to the selection of subscription, displaying a subscription page that includes each option for selecting a subscription membership including at least one of individual, business, institutional, and renewal.

53.   (Previously Amended) The method of Claim 48, wherein options for the transaction to obtain the selected product include at least one of send, print, purchase, and add to virtual shopping cart.

54.   (Original) The method of Claim 48, wherein each option associated with the available product is displayed on another page.

55.   (Original) The method of Claim 43, further comprising:

        (a)   generating behavior information and preferences in each session for each user; and

        (b)   storing the behavior information and preferences in a profile, each profile being associated with a user.

56.   (Original) The method of Claim 55, further comprising employing the profile to customize the display of the image, a current user being associated with the profile.

57.   (Original) The method of Claim 55, further comprising employing the profile to customize the display of the available product, a current user being associated with the profile.

58.   (Original) The method of Claim 55, further comprising assigning a temporary identifier to a current user.

59.   (Previously Amended) A method for enabling a product associated with an image to be ordered over a network, comprising:

        displaying the image in response to receiving contextual interaction information, the image being associated with information indicating each product that is available for use with the image;

        in response to selecting the displayed image, automatically employing the information associated with the image to generate a representation of each available product for use with the image;

        automatically displaying the image and the representation of each available product for use with the image in a page;

if the representation of an available product is selected in the page, enabling the available product for use with the image to be ordered by a user;

generating behavior information and preferences in each session for each user;

storing the behavior information and preferences in a profile, wherein each profile is associated with one user;

assigning a temporary identifier to a current user;

employing the temporary identifier to determine if the current user is a repeat user, the repeat user having a previously assigned permanent identifier;

if the determination is affirmative, adding behavior information for the current user to a previously created profile for the repeat user and changing the temporary identifier for the current user to the permanent identifier assigned to the repeat user; and

if the determination is negative, adding behavior information for the current user to another profile for the current user and changing the temporary identifier to another permanent identifier assigned to the current user.

60.   (Original) The method of Claim 59, wherein each identifier is included with a Cookie in an HTTP Response.

61.   (Original) The method of Claim 59, wherein each identifier is included as a parameter in a query string associated with a selection of a hyperlink in the page.

62.   (Previously Amended) The method of Claim 59, wherein each identifier is provided by a program associated with the user.

63.   (Previously Amended) The method of Claim 43, further comprising associating another type of data with the image in a relational database, the other data type including at least one of video, sound, and graphic.

64.   (Previously Amended) The method of Claim 43, wherein the image is formatted and stored in the database as a picture, the format including at least one of JPEG, GIF, and PIC.

65.   (Previously Amended) The method of Claim 43, wherein the image is formatted and stored

in the database as a movie, the format including at least one of MPEG, QTM, and AVI.

66.   (Original) A computer readable medium having computer-executable instructions for performing the methods recited in Claim 43.

67.   (Currently Amended) A method for enabling a product associated with an image to be ordered over a network, comprising:

         (a)   displaying a representation of the product in response to receiving contextual interaction information, the product being associated with information indicating each image that is available for use with the product, wherein the product is available to display a representation of each image;

         (b)   in response to selecting the displayed representation of the product, automatically employing the information associated with the product to display at least a portion of the images available for use with the product; and

         (c)   if the image is selected, enabling the product available for use with the image to be ordered by a user.;

         <u>(d)   if a current user is a repeat user, the repeat user having a previously assigned permanent identifier, adding behavior information for the current user to a previously stored profile associated with the repeat user and changing a temporary identifier for the current user to the permanent identifier assigned to the repeat user; and</u>

         <u>(e)   if a current user is a new user, storing behavior information for the current user in a new profile associated with the current user and changing the temporary identifier to another permanent identifier assigned to the current user.</u>

68.   (Currently Amended) A system for placing an order for a product associated with an image over a network, comprising:

         (a)   a server for implementing logical actions, including:

         (i)   in response to receiving contextual interaction information from a client, providing the image to the client, the image being associated with information that indicates each available product for use with the image, wherein each product is available to display a

representation of the image;~~ and~~

(ii)   in response to a request to order the available product for the image, enabling the product to be provided;~~ and~~

(iii)   if a current user is a repeat user, the repeat user having a previously assigned permanent identifier, adding behavior information for the current user to a previously stored profile associated with the repeat user and changing a temporary identifier for the current user to the permanent identifier assigned to the repeat user; and

(iv)   if a current user is a new user, storing behavior information for the current user in a new profile associated with the current user and changing the temporary identifier to another permanent identifier assigned to the current user; and

(b)   the client for implementing logical actions, including:

(i)   providing the contextual interaction information to the server;

(ii)   in response to receiving the image, automatically employing the information associated with the image to generate a representation of each product that is available for the image;

(iii)   automatically displaying the image and the representation of each product that is available far the image in a page; and

(iv)   if the representation of an available product is selected in the displayed page, enabling the available product for the image to be ordered from the server.

wherein the server implements actions, further comprising:

69.   (Currently Amended) A method for enabling a non-sound product associated with a sound to be provided to a user, comprising:

(a) in response to receiving contextual interaction information, display a representation of the sound;

(b) apply rules-based artificial intelligence to dynamically determine the non-sound products

associated with the representation of the sound, wherein the rules-based artificial intelligence engine employs user information, contextual information, non-sound product information, and sound product information in making the association;

(a)   ~~in response to receiving contextual interaction information, displaying a representation of the sound, the sound being associated with information indicating each product that is available for use with the sound, wherein each product is available to display a representation of the sound;~~

————(b)   ~~automatically employing the information associated with the sound to generate a represenation of each product that is available for the sound;~~

(c)   automatically displaying the representation of each non-sound product that is ~~available for~~ associated with the sound and the representation of the sound in a page; and

(d)   when the representation of an ~~available~~associated non-sound product is selected in the displayed page, enabling the ~~available~~ non-sound product associated with ~~for~~ the sound to be provided to the user.

70.   (Currently amended) The method of Claim 69, wherein the sound is formatted and stored in a database, the format ~~including~~comprising one of WAV and MP3.

71.   (Original) The method of Claim 69, further comprising associating another type of data with the sound stored in a database, the other type of data including movie, picture and graphic.

72.   (Original) A computer readable medium having computer executable instructions for performing the method recited in Claim 69.

73.   (Original) A client-server system for implementing computer-executable instructions for performing the method recited in Claim 69.

Claims 74-79 (Canceled).